

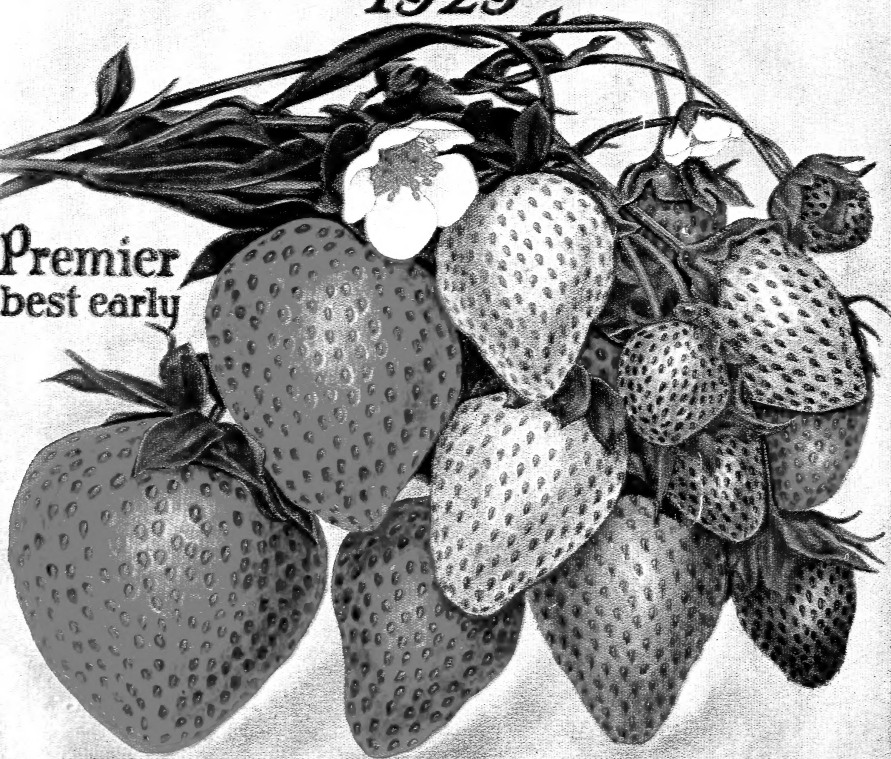
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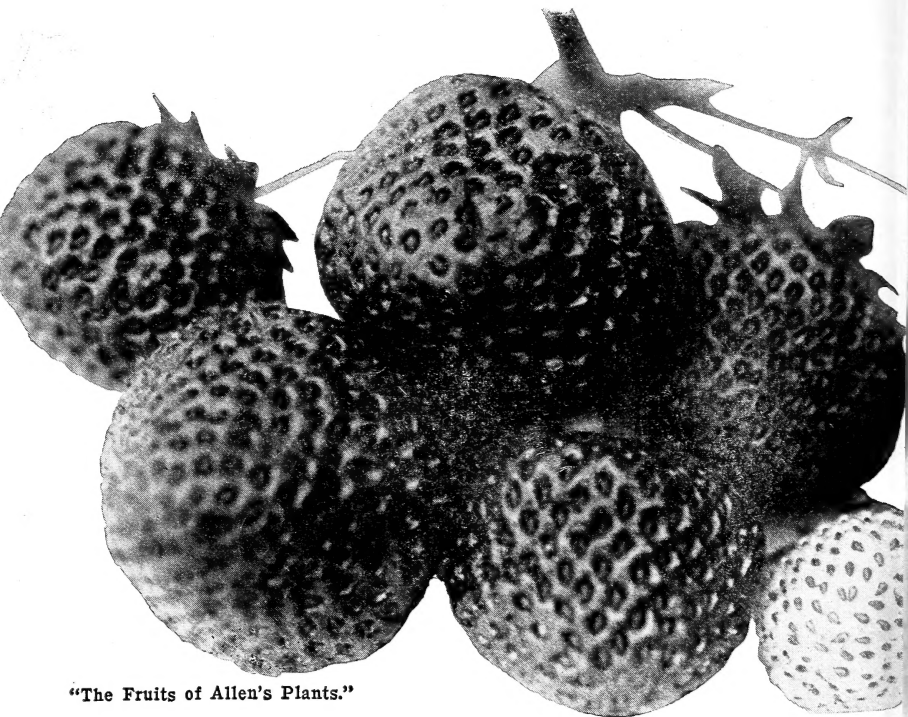
ALLEN'S BOOK OF BERRIES

1929

Premier
best early



THE W·F·ALLEN CO·
SALISBURY, MD.



"The Fruits of Allen's Plants."



IT WOULD be very pleasant to greet personally each one of you—all our old customers and the prospective customers and friends who will receive this Berry Book. Scattered as they are through all the states of this country and other countries, to greet each one individually is impossible. So we will "have our say" here, and we hope as many as can will write us and have yours.

We have, and we treasure the confidence of a great many strawberry growers who have bought plants of us for years. It is our purpose to write this Berry Book in such a way as to hold this confidence and to beget the confidence of others. We do not believe this can be done by bombastic assertions, extraordinary claims, assurances of great profit, etc., but rather by moderation and some degree of conservatism in our claims. We want you to feel that our statements, as well as our plants, are dependable.

It is easy to make big claims, and one man can claim as much as another for his particular goods and what they will do, but we feel that the number of orders we get depends not so much on how much is **read** of what we say, but how much is **believed**.

On the next page we give an index of the contents of this Berry Book, but we would like to call your attention especially to the following:

- Page 4. "DOLLARS PER ACRE."
- Pages 8-11. "CULTURAL DIRECTIONS."
- Page 14. "YOUR MONEY'S WORTH."
- Page 17. "BEST VARIETIES TO PLANT."

After reading all these and thinking the thing over carefully, won't you take the little yellow order sheet (herewith inclosed), turn to the price list, page 35, and make out your order? We pledge you healthy, well-rooted, true-to-name plants, packed to reach you in good growing condition.

Your Own Plants or Allen's Plants

When considering whether to use plants from your own fruiting bed or buy plants, here are some things to keep in mind:

1. The trouble and expense of digging and cleaning your own plants, especially where you are inexperienced at this kind of work and the soil is heavy and hard.
2. The money you would receive for the berries produced by the plants you dig, including the second crop where they are kept over.
3. The invigorating effects that often come from a change of soil and climate. This factor is more important than is generally realized. See page 31, under Champion.
4. The convenience of having plants right at hand when you want them.
5. The other things you might do in the rush of spring work during the time it takes to dig the plants.
6. That you can set our plants (in the North) before (or while) digging your own and thus get more of the beneficial results of early setting.
7. The fact that plants well cleaned, with evenly bunched, straightened roots make setting easier, quicker and better.
8. Unless you have a soil suited to growing plants, **Allen's Plants** are **better** plants than your own and will give you **better** results. Read the following unsolicited comment from two of our customers:

MR. C. M. FULTON, of Clearfield County, Penna., says: "The plants I bought from you in 1926 were fine. I never saw such large strawberries as we marketed last year. They were the talk of the town. I could get my own plants, but I am ordering them from you because of the fine root system of your plants. I believe the increase will pay for the plants, as my land is not mellow enough to develop such root system. Thanks for fine plants and good count."

MR. JOHN M. RUDISILL, of York County, Penna., says: "I have planted the 3100 plants I received from you, and it looks as if I will have a good stand. I had intended to plant 500 Wm. Belt of my own, but when I went to get the plants up after I had planted the ones I received from you, and then starting on some of my own, I decided the difference was too much, for the price I can buy plants from you."

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Dependability in Facts and Plants

Donna Ana County, New Mexico, Jan. 18, 1928.—Please ship the enclosed order as soon as possible. It is refreshing to get hold of a catalogue like yours, with reasonable descriptions instead of hot air and bombast.—C. E. LOCKE.

Somerset County, Maine, Sept. 8, 1928.—I have bought plants from you before coming to Skowhegan. Your plants always are O.K. What do you think of Big Joe and Parson's Beauty I may order some next spring. When I want the honest facts about a variety I have never tried out, I always hunt up The W. F. Allen Company's Book of Berries.—G. E. MCGOWAN.

McKean County, Penna., March 19, 1928.—This is my first experience with any imperfect flowered sort, and I bank on your judgment and dependability. That is one thing among many others I have learned of the Allens—they are absolutely dependable—and I have impressed that fact upon quite a few people when questioned where I get my plants. No stretching the truth to make a sale with them.—RICHARD E. KLINGER.



Fancy Big Joe Berries bring good prices.

Dollars Per Acre

THE amount of money one can expect to make growing Strawberries will vary widely with conditions. Unquestionably, some of our customers, when everything breaks right, realize from \$1000 to \$2000 per acre. In fact, one of them told us not long ago that he expected to make over \$1000 per acre per year regularly. It is equally certain, however, that these figures are above the average even for good growers.

Generally speaking, we believe a profit of \$300 to \$600 per acre is a reasonable expectation, and there is always a possibility of a considerably larger profit when growing and marketing conditions are favorable.

Nearness to market is an important factor in making a **sure profit every year**. If you have a piece of good land that is in easy shipping or trucking distance (50-100 miles or less) to a large town or city, you have an ideal strawberry location, and if you will follow a few simple directions, you can reasonably anticipate a profit every year.

We have no special "Allen way" which we claim to be better than any other. Our recommendations consist only in ordinary common sense methods which any grower might largely work out for himself with a few years' experience. See pages 8-11.

There is no denying the fact that commercial strawberry growers in many sections where strawberries are shipped considerable distances did not have a good year in 1928. It should be kept in mind, however, that the grower who can "stay with it" is the one who will win, who will have berries when they are high in price. After a bad year, many growers decrease their plantings, plow up their old patches, and even let some of their young fields "go to grass." In this community, a strawberry shipping center, the condition just mentioned exists and we look for better prices for the next year or two, anyway.

As a **money crop**, with a **sure profit** and a **large profit** for the careful, well-located grower, **Strawberries** are **Unexcelled**.

How Many Berries and How Much Money

AS TOLD BY BERRY GROWERS USING ALLEN'S PLANTS

900 Quarts from 1000 Plants, with Unfavorable Weather Conditions.

Warren County, Ohio, July 12, 1928.—The 1000 berry plants ordered in the spring of 1927 arrived in good condition and planted well. This season of 1928 we picked over 900 quarts, notwithstanding excessive rains and want of sunshine. Under good weather conditions we would have picked one-third more. We can recommend the Premier (Allen's) as a wonderful producer, berries large, of fine color, easily marketable, and selling themselves. For the table, they are delicious.—MRS. JESSE B. TRIPP.

At the Rate of 13,000 Quarts of Aroma per Acre.

Hennepin County, Minn., Mar. 20, 1928.—Last year I got 60 quarts of fruit from 200 square feet of ground with your Aroma plants. This spring, I have to fruit Wm. Belt, Chesapeake, and Premier. From looks of bed in fall, Wm. Belt and Chesapeake are the berries. I want to try some of your everbearers on my city lot. Then we will know what we can do.—C. W. HUDNALL.

Fine Yields of Fancy Berries.

Salem County, N. J., Aug. 14, 1928.—As I bought my plants from you last year, I thought probably you might be interested to learn of their production. I planted a trifle less than two acres of Premier and picked 450 crates (32 quarts each) of which I have record. There were numerous crates of which we have no record, as we had some to waste and also gave away some quarts. I also planted one acre of Chesapeake and picked 165 crates (32 quarts each). Our Premier patch was not picked for one week during mid-season, and we also had two stretches of berries which were covered with water and mud due to wet weather. This accounts for the numerous crates wasted.—J. E. CRAVER.

8000 Quarts per Acre, a Fine Yield.

Lancaster County, Pa., Sept. 25, 1928.—The 1,000 Premier plants I planted in the spring of 1927 yielded nearly 1,000 boxes of fruit this past spring.—J. S. LEED.

A Real Berry Grower Making "Dollars per Acre."

Allegheny County, Va., June 25, 1928.—I will write you about my strawberries that I raised from the plants that I bought of you in the spring of 1927. Three thousand Premier and one thousand Big Joe set one-half acre. I have picked 150 32-quart crates and they have brought me over \$600. I have had men from the Blacksburg Experiment Station and berry growers in the patch and all say that they never saw anything to equal it. I had Big Joe berries that were monsters.

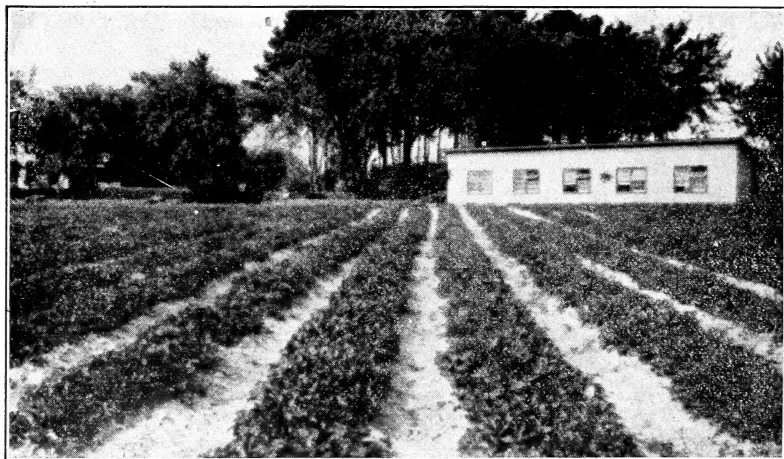
Premier were just great, held their size to the very last berry. It was cold and wet the whole season. It would not have averaged two sunshiny days per week, but I lost practically no berries. Vines were so rank I had to top them to let sunshine in. I will want 3,000 or 4,000 plants in the spring and, of course, you know where I will get them.

Chesapeake and Burgess that I bought of you this spring are making runners like Leghorn hens lay eggs. The Chesapeake is as fast as the Burgess. I hope you have had a prosperous year.

LE ROY STEVENS.

\$400 from 2400 Plants, 8000 Plants per Acre. Figure It Out.

Buncombe County, N. C., Jan. 4, 1928.—Today I received your Berry Book, for which please accept my thanks. I am writing to let you know that your catalogues are not thrown away, although I haven't ordered any plants from you. I live among the farmers and know all about your plants, and I wish to say that I know them to be just what you claim them to be. Last year I sold over \$400 worth of berries off 2400 Premier plants, and then the late freeze killed about half of the young berries. I have been helping you sell plants for years. I have just written a friend of mine living in New York State, advising him to order 5000 Premier plants from you next spring. This is in return for your kindness to send me your Book of Berries. I could mention lots of others that I have personally influenced to order plants from you in the past. I have done this because I feel that your firm is reliable.—REV. T. D. LANNING.



Fine plants to be dug for you this spring.

Favorable Facts for Strawberry Growers

1. Returns come quicker than from any other fruit crop.
2. Returns come earlier in the season than any other fruit crop.
3. A "glut" in other producing sections cannot be held over by storage to hurt your market, as is done with apples and even peaches.
4. An overproduction in strawberries one year is quickly cut down by low prices, differing from tree fruits which are more permanent.
5. A second crop almost equal to the first can be had at very little additional expense.
6. Previous experience, though desirable, is not necessary.
7. Labor conditions favor small grower.
8. Strawberries are an excellent crop where women, boys and girls help with or carry on the work.
9. As an inter-crop between fruit trees or vines, strawberries excel.
10. Everybody likes strawberries, which creates a continuous market.
11. The market for strawberries has been greatly increased by commercial canning and preserving, by increased use of the berries in ice-cream making, soda fountain juices, etc. The "cold pack" method of handling the berries has enabled the packers to buy their berries, largely, at the shipping point, thus taking off the city market much of the smaller and less desirable fruit, which is the kind that usually hurts the market most.
12. The roadside market in many places has opened up a new outlet for fancy berries at good prices. Anyone who lives along a well traveled highway should try out selling their berries at the roadside. It is proving so extremely profitable to some growers that one wonders, in driving through prosperous communities during berry time, if there are not many overlooked opportunities for marketing a good cash crop right at home.

All From a Strawberry Garden With Little Trouble and Less Expense

PLENTY of luscious berries over a long season, right fresh off the vines. All you want for table use, "sugared down," or otherwise.

Strawberry shortcake, strawberry ice-cream, cool drinks from strawberry juices,—and other ways.

Plenty of berries to can and preserve for winter use.

Enough to share with your friends.

Ready Money from the Salable Surplus. (Read Mrs. Esty's letter, below.)

Don't fail to start a Strawberry Garden this year. 200 to 500 plants (according to size of family) should produce enough fancy berries to do all of the things named above. Varieties recommended for home use—all heavy producers of large, handsome, high-quality berries,—Premier for early, Big Joe for mid-season, Chesapeake or Wm. Belt for late, and Champion or Mastodon for everbearing.

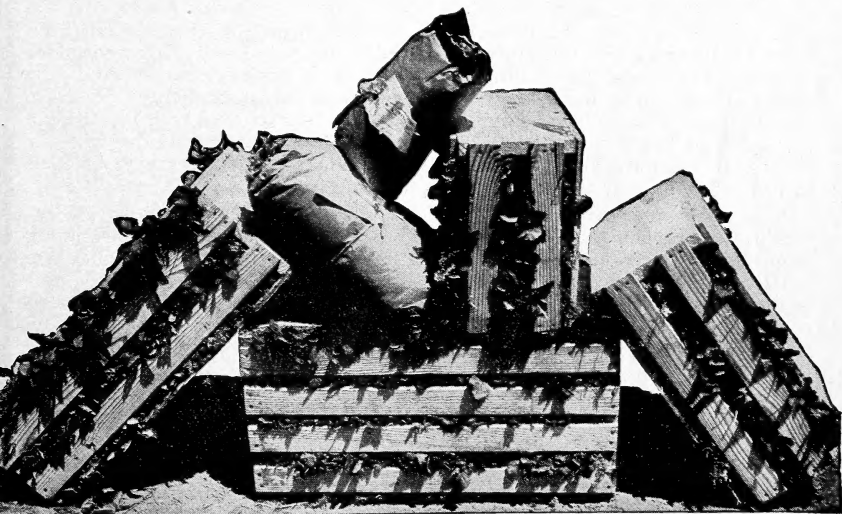
At the Rate of Over \$700 per Acre, Besides Supplying Family.

Lancaster County, Penna., April 9, 1928.—I have been getting my plants from you people for many years, but since I am not farming I do not plant so many. I sold \$43.92 worth of strawberries off my 500 Chesapeake, besides what my family used.—A. R. HERR.

How's This For a Garden Plot?

Arlington County, Va., Mar. 10, 1928.—The plants I bought of you three years ago did wonders. I bought 200 Premier and 100 Chesapeake. I sold \$25.00 worth of fruit the first year and \$20.00 worth of fruit last year. I never had any experience with strawberries before so thought if I planted 300 plants, I would surely get enough for our own family. We ate all we could, canned all we wanted, and sold the rest to just three regular customers calling at the door for them. Now wasn't that fine?

MRS. WARREN B. ESTY.



Good, true-to-name plants, packed to reach you ready to grow.

Cultural Directions

Selecting and Preparing the Land. No one should hesitate to set strawberry plants on account of climate or soil. They are grown successfully in semi-tropical Florida and as far north as Canada and Alaska.

They are grown successfully on light sandy types of soil and on heavy clay soil, altho, like most other crops, they respond very quickly to fertile, well drained soils that are full of humus and retentive of moisture.

If your neighbors or others in your locality can grow strawberries, you can, too. But even if no one in your section does grow them, that is no reason why you should not attempt it. It may even be an added reason why you should, because it might leave a better market for your crop or surplus over what you need for home use.

In selecting a soil, keep in mind that any good garden soil will produce strawberries successfully. If planting a larger acreage, it is well to select a field that has been planted to some hoed crop such as potatoes, beans, cabbage, where the growth of grass and weeds has been kept down and not allowed to go to seed.

It is also well to remember that one of the most essential requirements for strawberries at fruiting time is plenty of moisture. Any soil that has had good crops of cowpeas, clover, rye, or any other cover crop turned under will be full of humus and therefore more retentive of moisture, as well as looser and more easily worked in the case of heavier soils.

Sod land should be avoided if possible as the white grubs winter over in such land and cut off the young plants soon after they are set the following spring. If you have no other land available, plow the land in the fall, harrowing it during the winter and early spring as often as you can, and many of the grubs will be killed out.

The land selected should be plowed in early spring. If the field has been selected the preceding fall and rye planted, a heavy sod of rye plowed under in early spring will help, altho, of course, it is not necessary. After the ground is plowed in the spring it should be harrowed thoroughly. If stable manure is to be used (see manure and fertilizer below) we like it best spread broadcast on the land just after it is plowed. Then the land, either with or without the manure, should be disced thoroughly, and, if necessary, dragged to level it up so that a nice, soft, even planting bed is available.

Our **ideal** one year's preparation for a given piece of land for strawberries would be to broadcast the land as heavily as possible for the preceding crop. In this section, that crop would be sweet potatoes, because they are usually kept free of weeds and grass, and when dug there is a very helpful quantity of leaves and vines left in the ground. If dug early, there is also opportunity to plant rye and have a good sod to turn under in spring. The special point we want to make here is that the residual effect of stable manure (especially if quite coarse) applied to previous crop has given us just as good (perhaps better) results as when applied same year plants are set.

Another point. If you want to plant strawberries and have no field following a hoed crop available, plow down grass and weeds **before** they go to seed and while they are still **green**. **Green** weeds and grass plowed under are valuable in adding humus and retaining moisture, but dried out growth is of little benefit. If this kind of land is used, though, watch the hoeing closely the following summer.

Setting the Plants. Where commercial fertilizer is to be used under the plants (see p. 10) rows should be run out 3 or 4 inches deep with a one-horse plow, the fertilizer drilled into these rows and thoroughly worked in. Then the soil should be thrown back into these furrows and again leveled off. Where considerable acreages are planted, a horse drawn transplanter such as is used for sweet potatoes, tomatoes, tobacco, etc., is often used. To do a good job this way, however, requires skill and experience, if the crowns of the plants are to be left at the proper level with the roots extending straight into the ground and not set on a slant oftentimes near the surface of ground. A spade, trowel or dibble are the tools most often used in setting the plants. Where one of these is used, they are set down the prepared row with the roots of the plants spread out as much as possible and the bud of the plant just at the surface of the ground. It is also important to press the ground firmly against the roots and to see that enough dirt is filled in near the crown of the plant so that the top of the roots will not be left exposed. Where the fertilizer is not put under the plants, the rows can merely be laid off with a marker and the plants set by any of the methods suggested down the marked row instead of down the fertilized row.

Clipping the roots is not necessary nor helpful if you can get the roots of the plants in the soil without being doubled up. It is better, however, to clip the roots somewhat than to have them doubled up in the ground. Where a horse-drawn transplanter is used, it is probably better to clip the roots any way to expedite handling the plants, unless they are very small.

TIME TO SET PLANTS

Early Spring is the logical, natural, most successful and satisfactory time to set Strawberry plants. So don't neglect setting some plants this Spring thinking you can make it up by early Fall planting. It can't be done.

How early? Just as soon as weather permits getting ground ready. In the South, February and March and early April. In the Middle States, March and April. In the Northern States, April.

Be sure to order early enough so that plants can be right at hand as soon as your ground is ready. Early setting pays big—the plants start quicker, grow better and make better beds than plants set late.

When a plant grower in the latitude of New York or Massachusetts can dig plants, berry growers in those sections should be setting their plants. This is a big advantage we can give growers in those latitudes. We can dig and ship plants earlier and have them right at hand for early planting.

Cultivation and Training. The plants should be cultivated and hoed soon after they have started growth after being set out. It is important at the first hoeing to uncover the buds of any plants which might have been planted too deep. If this is not done very early, these plants will not recover in time to amount to anything, even though they might live along all summer. Cultivate often enough to keep the surface of the ground from becoming crusted and to keep down the grass and weeds.

We believe in the well-spaced matted row system of training strawberries, and with this system the first runners from the plants should be encouraged to take root, forming from 10 to 20 or even more young plants from each plant set, paying some attention as the hoeing is done to see that the

plants do not become crowded too thickly on the bed. If the plants can be spaced in training them so that each plant is a few inches from any other plant, but with a well filled-in row 15 to 18 inches wide, you will have a very favorable condition for getting large crops of fancy berries. Of course, a wider bed is O.K. where the rows themselves are set 4 feet or more apart, and a narrower bed might be more desirable where the rows were only 3½ feet apart. But in any case, make sure of your fruiting bed by letting the first runners root, cutting off surplus late runners, if desirable.

If you desire to use the hill system, the plants should be set considerably closer together and all the runners kept off. We feel that the hill system, if used at all, should be only in cases where the ground is very limited or perhaps with the Everbearing varieties.

MANURE AND FERTILIZER

Barnyard manure spread broadcast on the land after it is plowed and thoroughly disced in is the best thing you can do to add fertility to the land and to get a better growth of strawberry plants and fruit. However, this is not necessary. Green manure crops and fertilizer will give very good results. We have had some remarkable results in plant growth from using a mixture composed of 1,500 pounds dissolved bone and 500 pounds of acid phosphate. The analysis of this mixture is about 3-10-0. Use about 500 or 600 pounds of this per acre in the drill before the plants are set, or alongside of the plants, and thoroughly work in with hoe or cultivator soon after setting the plants. Where applied in the drill, it should be worked in thoroughly, going, at least, twice to each row with a horse and cultivator to mix it in. If applied broadcast, 1,000 pounds per acre of this mixture thoroughly harrowed in before the plants are set can be used to advantage. Not more than 500 or 600 pounds of this mixture should be used per acre in the drill. We have seen 1,000 pounds per acre used in the drill with the result that a great many of the plants were killed by the fertilizer.

As a top dressing to be used in late summer, or in early spring before growth starts, we have seen 4-8-4 and 7-6-5 fertilizer give excellent results.

In every dry season on very light soil, we have seen fertilizer applied in early spring cut down the yield of producing a heavy growth of foliage which sucked out the scanty supply of moisture. Moist soil, full of humus or naturally springy, would have made the fertilizer application a paying investment even that year.

Nitrogen and phosphorus seem to be the most necessary elements for plant and fruit growth, but potash probably helps with the coloring of the berries and their shipping qualities.

Except in very acid soil, lime should not be used for strawberries. An excess of lime in the soil is likely to have a very detrimental effect on the growth of the plants.

PERFECT AND IMPERFECT VARIETIES

Perfect flowering varieties planted alone will mature a crop of perfect fruit. Imperfect flowering varieties should have perfect varieties planted with them, at least one row for every five or six. When two varieties are used in equal amounts, they are often alternated three or four rows of each. In our price-list, perfect flowering varieties are followed by "per" and imperfect varieties by "imp."

MULCHING

A mulch is applied for one or all of three reasons: First, to protect the plants from freezing and thawing of the soil in winter; second, to keep the soil cool and moist during the season when fruit is being produced; third, to keep berries from being spattered with dirt by rain during fruiting season.

The mulch should be applied in the fall. In the spring when plants begin to start, this is raked to the center of the rows and there serves the purpose of retarding the growth of weeds and grass, keeping the ground loose and moist and the fruit clean. Use marsh grass, rye straw, wheat straw or similar material. Coarse manure can be used but any heavy lumps must be beaten up or they will smother the plants in the fall.

DISTANCE TO PLANT

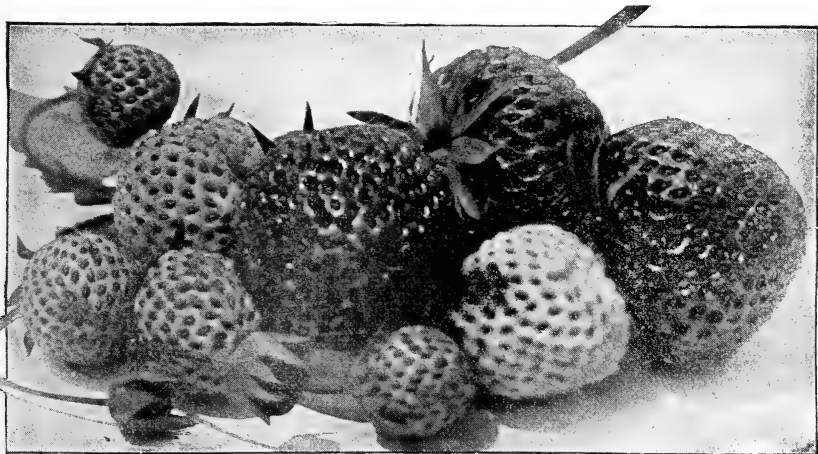
We recommend setting the plants in rows $3\frac{1}{2}$ to 4 feet apart, or even as much as $4\frac{1}{2}$ feet, if the soil is very fertile. The plants should be set 15 to 24 inches apart in the row, depending on the varieties set, the width of the rows themselves and the fertility of the land. Free growing varieties like Dunlap, Missionary, Paul Jones, Klondyke and Aroma which make large numbers of plants should be set farther apart than varieties like Chesapeake, Cooper, New York and others that make larger plants, but not so many of them. When set in rows 3 feet 8 inches apart and spaced 18 to 20 inches apart in the row, it requires about 8,000 plants per acre.

San Bernardino County, Calif., Feb. 17, 1928.—Received the strawberry plants today. The plants were in fine condition, and I am well satisfied.—B. H. SCHULTZ.

Lawrence County, Tenn., March 16, 1928.—I like your plants much better than any I've ever tried. They certainly are fine and I can rely on what you say about the different varieties you have to sell.—MRS. J. J. STUTTS.

Putnam County, W. Va., Mar. 31, 1928.—The 1,200 Premier, Chesapeake and Big Joe strawberry plants received in first-class shape and living almost 100%.—E. T. McGEHEE.

Lebanon County, Pa., March 13, 1928.—I received several thousand strawberry plants from you last spring. They were fine and O. K.—SAMUEL R. BRIGHTBILL.



Klondyke, the great Southern Market Berry.

Plants That Produce Results

New Castle County, Del., April 23, 1928.—Received plants in good condition. Whenever I need any strawberry plants, I always get them from The W. F. Allen Company, for I always get good count, good plants, and true-to-name plants.—LEWIS J RAMBO.

Northumberland County, Va., Mar. 15, 1928.—Everyone I know of uses your plants. However, if I find one who does not, I shall teach him better.—J. E. TRUITT.

Amherst County, Va., Feb. 28, 1928.—I am very much pleased with the results from my 1,000 Premier ordered from you in 1926. I did not have any trouble selling my berries. Everyone praised them and said bring us more. The people bought my berries instead of berries from other growers. I expect 700 or 800 quarts this year from these plants and I am ordering some Big Joe to follow the Premier. I have nothing but praise for your plants.—W. P. MILLNER.

Rockbridge County, Va., April 10, 1928.—I received the 19,500 strawberry plants I ordered from you O. K. They were in fine shape. All of my friends that I ordered plants for from you were well pleased. I certainly appreciate your promptness in filling the order and also I want to thank you for the extra plants. All of the different varieties that I ordered overrun in number. I have set all of the plants and they are looking fine.—N. M. DIXON.

Lee County, Va., April 14, 1928.—Received your Premier strawberry plants in excellent condition and am well pleased with them. I have set 6,000 plants this spring and the ones received from you were the best I have set and best packed for shipment. Am expecting to set more next spring and will remember your nice plants.—H. C. NEFF.

Caroline County, Va., April 25, 1928.—Received the plants ordered of you in November, 1927. Set them out at once. I ordered 100, but you sent many extra plants, and have 111 living and coming into bloom. Thank you for the plants and the extra good count.—H. J. SEAMAN.

Reno County, Kansas, April 6, 1928.—Received the 100 strawberry plants in fine shape. I never expected to get plants like these were, they were sure dandies. I ordered plants from a different firm, but they didn't look like anything compared with your plants. From now on, all my strawberry plants will come from The W. F. Allen Co. I will again thank you for your prompt service and nice plants.—J. W. KREHBIEL.

Worcester County, Mass., May 10, 1928.—I am very much pleased with all the berries I have on the plants purchased from you. They were the finest berries of any Howard 17 I have tried, and my land is cold and wet, being within a mile of the New Hampshire line. They winter very good.—ANNIE L. DELAND.

Cabell County, W. Va., April 13, 1928.—Plants received O. K. and have all been set. They come in extra shape, and I never saw better plants. They looked as fresh as could be when they arrived, not wilted one bit. I certainly will buy more from you when we need them. I am sorry I did not know of your Company sooner. It has rained a nice rain since we finished setting and you can see them all over the field. Many thanks for such fine plants.—F. K. DISKINS.

Chester County, Pa., March 26, 1928.—The order I received from you two years ago was most satisfactory and they did fine. They were the best rooted plants I ever saw. They arrived in good shape, well-packed, and still moist.—HARRY H. CLARK.

Greene County, Mo., Mar. 20, 1928.—When I order plants from your firm I get just what I order.—JAMES MOTLEY.

St. Louis County, Mo., April 5, 1928.—Received the plants in good shape. They were wonderful, fine-rooted plants and you gave me such quick service. Allens' Company are really prompt and render quick service. I am more than satisfied with the nice, well-rooted plants. Thanks to The W. F. Allen Co.—EDWARD FEY.

Northampton County, Pa., May 14, 1928.—Our plants arrived May 3rd, as fresh and moist as if just gathered. We set them out the same day and they seem to be growing one hundred per cent. They are fine, large plants and very reasonably priced. We sincerely appreciate your thoughtful business courtesy and we shall recommend you to our friends.—MRS. RUSSELL H. FEHNEL.

Blair County, Penna., April 19, 1928.—Received plants in good shape. I am very well pleased with them. The express agent said they were the best plants that had come in this spring.—J. R. WOOMER.

Northumberland County, Pa., March 6, 1928.—The plants I bought from you in 1926 were fine and they produced a fine crop of berries last summer. We had the finest berries on our market. Thank you for the fine plants.—RUSSELL T. DAGLE.

Fayette County, Ind., Jan. 9, 1928.—The plants I received from you last year were the best I ever bought, such wonderful roots. I don't think I would have lost any, if it had not been for the grubworms but, at that, I have a fine patch for this year, so I am sending you another order for some Chesapeake plants. I hope they will arrive in as good shape as the others did.—MORTON LEWIS.

Cheshire County, N. H., May 15, 1928.—Strawberry plants arrived O. K. this morning, and I went up to the farm and we set them out. We thought they were wonderful plants. I do not believe we will lose one plant. My son-in-law says if they do well, we will have an acre next year. Many thanks for the extra plants. Here is hoping I have good luck with these plants.—MRS. F. H. BRADBURY.

Brazoria County, Texas, April 2, 1928.—The sample of plants arrived in due time and wish to say they were the best strawberry plants I have seen in years. I expect to give you some large orders this coming fall.—J. E. SCRUGGS FRUIT FARM.

Richland County, S. C., Feb. 21, 1928.—The strawberry plants we received from you arrived in perfect condition and were satisfactory in every way.—EMORY W. BROCKMAN.

Laurence County, Pa., April 10, 1928.—I have had good success with your berries. I never hesitate to recommend your berries and your manner of dealing is always satisfactory.—WILLIAM RANEY.

Prince George County, Md., Nov. 2, 1928.—I want to acknowledge the plants ordered from you. They arrived in fine shape. We planted them the same day and hope we will have the success we have always had with your plants. Also wish to thank you for the stamps you returned to me.—MRS. J. K. SUMMERS.



Bedding or trenching in plants when impossible to set right away.

Guilford County, N. C., June 18, 1928.—Last year, I bought of you a bill of strawberry plants—Premier, Chesapeake, and Big Joe. Again this spring, I bought Champion and Mastodon. The plants bought last year were set according to instructions in your pamphlet and carefully worked during summer and fall and heavily manured when laid by in the fall. Then they were splendidly mulched with half-rotted rye straw. They went through the winter in good style and made fine growth. This spring, they came through the rye straw with good color and bloomed profusely. When ripening time came, they were simply marvelous—the finest fruit and the most of it I ever saw. They were complimented and commented on by a number of berry growers, and I referred them all to you as sellers of same.—J. RICHARD MOORE.



Fine plants, well cleaned, easy to set.

Your Money's Worth

Read Why Good Plants Stay Good

ON PAGES 6, 18, 19 and 20, we show pictures (taken in October, 1928) of several of the fields of plants which will be dug to fill our orders this spring. These are fine, healthy plants—vigorous, well-rooted, true-to-name. They are the equal of any plants you will find anywhere, and greatly superior to many fields of plants less well grown and less vigorous.

However, it would be ridiculous for us to claim that, just because we grew them, these plants are as they stand, inherently better than those of any other plant grower whose fields were equally vigorous and healthy.

The plants of **greatest value** to you are those which give **best results**. We are going to tell you below why we honestly believe Allen's Plants will be of greatest value to you, regardless of the price you pay.

In the first place, they are obviously superior to plants from fields that are not vigorous and healthy as shown in the pictures referred to.

But, given a vigorous lot of plants in the field, they must be grown in the lighter sandy loam types of soil to give you the wonderful development of fibrous roots which our plants have. With plants grown on heavier soils, the roots cannot penetrate the earth and make the root system they do here, but even if they could, the plants would not be removed without breaking off many of the fibrous roots. Any growers who have tried to dig plants from hard clay soil will know right off just what we are getting at. Allen's plants for fine roots.

Even if two fields of plants are equally vigorous, on the same kind of soil, **greater value** can be added or maintained by the way they are handled.

1. Plants that are true-to-name should be kept that way and not mixed by careless handling.

2. Plants should be kept fresh and moist while digging and handling—and not allow sun and wind to make them dry and withered.

3. They should be well cleaned and bunched evenly. Dead and decaying leaves tend to prevent plants from reaching you in good condition. And well cleaned plants, bunched evenly, with roots straightened, make setting easier, quicker and better.

4. Plants should be **selected** and any weak, poorly rooted ones discarded. There should be full count of good plants.

5. Proper packing—with roots in layers of moist sphagnum moss and the tops to the outside of the crate, with bunches firm enough to prevent shaking around but not tight enough to cause heating. Plants should be packed to reach you in good growing condition—fresh and moist—but not rotten nor dried up.

6. Plants to be of greatest value should reach you when you want them and not after your best planting season has passed. Prompt shipment from freshly dug plants.

A falling down in any one of these things would detract from the value of the plants and an assurance that they are done properly maintains to the utmost their capacity for getting results.

It is on the dependable quality of our plants for producing results that we base our request for your orders.

One of Our Most Valuable Assets

The Good-Will of Satisfied Customers—They Tell Their Friends

Berks County, Pa., April 16, 1928.—I received my plants in wonderful condition and sure am pleased with them. I gave your book to my neighbor and he will send in his order shortly.—WILLIAM V. MAYS.

Providence County, R. I., April 16, 1928.—Mr. Tingley of Arnold Mills, R. I., informs me that you have the best strawberry plants in the country and I am contemplating putting some of my land to work. Will you kindly send me your catalogue and any information you have for raising strawberry plants by return mail.—F. A. HAYWARD.

Cochise County, Ariz., Feb. 13, 1928.—The strawberry plants arrived in perfect condition and are all growing. I passed your catalogue on to a friend who admired them. I should like to have another copy when convenient.—MRS. G. J. McCABE.

Fayette County, Ohio, March 6, 1928.—I received plants from you last year, and was well pleased, and I am enclosing another order and would like to receive them between the 1st and 10 of April. In fact, I don't care if they arrive right at the 1st of April. Mr. W. R. Moates, whose address is Fayette County, Ohio, is going to put out 3,000 plants. Please send him your catalogue at once as you may be able to sell him.—H. C. FORTIER.

Westchester County, N. Y., Aug. 8, 1928.—Will you kindly send me your catalogue on strawberry plants. A friend of mine, Mr. Lyon, of Westchester County, New York, bought some from you and he was very much pleased with them.—V. POULSEN.

Ocean County, N. J., Mar. 30, 1928.—The strawberry plants arrived yesterday and the return of excess postage came today. Regarding the plants, I am as proud of mine as a kid with his first pair of boots. They certainly look good. Am endeavoring to influence a neighbor, who is contemplating quite a large strawberry patch, to place an order with you.—C. A. BURGESS.

Coffee County, Tenn., March 12, 1928.—Mr. Hugh Moore told me to send my order to Allen's and that I would get what I ordered. Inclosed find order for strawberry plants.—M. S. MOORE.

Bergen County, N. J., April 25, 1928.—Just to let you know that we received our strawberry plants. We are thanking you for those wonderful plants you shipped us. They are the nicest we ever received. Mr. John Jordan, whom we recommended to you, is just as well pleased with his plants as we are with ours. We thank you again for the lovely plants.—RAYMOND SNYDER.

Prince George County, Md., April 9, 1928.—Just to inform you that the strawberry plants which I ordered from you a short time ago arrived on last Friday, and am pleased to say that they were the finest I ever saw and put up in the most careful manner. I am entirely satisfied that you are well deserving of the high recommendation given you by my neighbor, Thomas P. Littlepage, who first called my attention to the excellence of your stock. I carefully planted the varieties you sent me on yesterday and, if I don't have very fine results next year, it will not be your fault.—DANIEL B. LLOYD.

Arecibo, Porto Rico, April 5, 1928.—I received the 2,000 plants ordered from you during March ten days after you had shipped them, and they looked as if they had just been packed the day before. I planted them right away and they are coming along finely. I will tell my farmer friends to buy their plants from you.—A. TOUGANTY.

Meigs County, Ohio, June 20, 1928.—I received my plants from you in April and they were in splendid condition, and the finest, nicest plants I have ever received. I have told all my friends about you and hope that you will get some orders from them, for all you say in your books concerning your company is absolutely true. I have catalogues from some companies telling things which cannot be done.—AMOS N. ROWE.

Hamilton County, Ohio, April 11, 1928.—Received the strawberry plants in first-class condition, and I am more than pleased with them. I want to state that I believe the Premier berry one of the best of all berries. I have been growing them for three years along with different varieties, and find the Premier to excel all others by a wide margin. Can recommend them to any grower without fault.
Thanks for your service.
CHARLES MARBACH.



Sen. Dunlap, still a favorite with many growers.

Best Varieties to Plant for Profit

YOUR success in growing Strawberries will depend very largely on the varieties you select. You will find the variety descriptions in this Berry Book accurate and dependable. Some of the varieties we have given high praise. You will find it well merited. Other varieties which are good in many ways, but have some weaknesses, you will find described just as we have found them with their weaknesses mentioned. Our list of around 30 varieties has been selected from several hundred commercial varieties grown, and all our varieties are good. But we feel that there are several outstanding varieties that we can recommend so strongly that you need have no hesitation in making your selection.

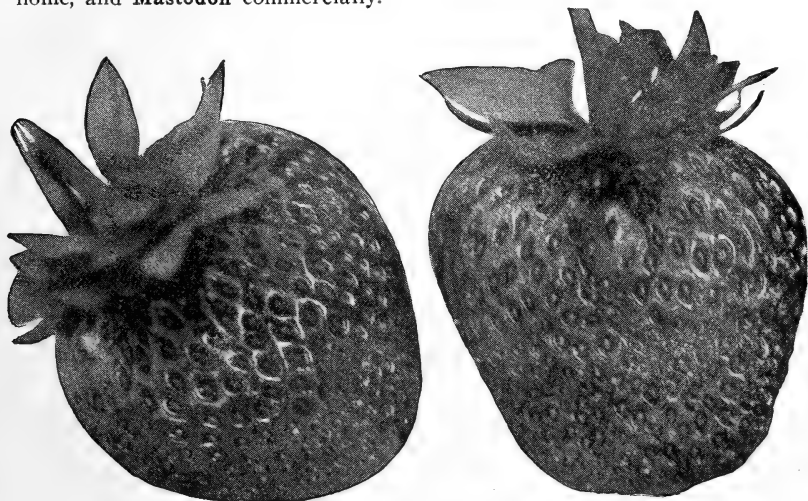
For the man who wants great quantities of large, fancy berries of fine appearance and quality for home market or nearby shipment, we unhesitatingly recommend PREMIER for Early, BIG JOE for Mid-Season, and CHESAPEAKE, WM. BELT, or BIG LATE for Late. Read what we say of these varieties and get your order in early. You cannot go wrong with any of them.

Other varieties of proven worth, favorably known and grown by many good strawberry growers, are Gibson, Sample, Haverland, Lupton, Gandy, Sen. Dunlap.

Burgess and Cooper are most promising among the newer varieties.

Klondyke, Missionary and Aroma are the great southern, long distance shipping berries. Aroma is a fine late variety, north or south.

Champion and Mastodon are the best Everbearers—Champion for the home, and Mastodon commercially.



Lupton, a fancy late shipping berry.

VIEWS TAKEN OCTOBER 1928 SHOW WHICH WILL BE DUG TO FIL



A CLOSE-UP VIEW



LOOKING
FIELD OF



WHAT ARE GOOD PLANTS ?
SEE PAGE 4

**NG FIELDS OF VIGOROUS PLANTS
OUR ORDERS THIS SPRING**



**CHESAPEAKE
A VISITOR (LAST SEPTEMBER)
ORDERED 12,000 OF THESE
PLANTS AT SIGHT**



**CROSS A
REMIER**



OUR MASTODON BEDS

**VIEWS TAKEN OCTOBER 1928 SHOWING FIELDS OF VIGOROUS PLANTS
WHICH WILL BE DUG TO FILL OUR ORDERS THIS SPRING**



A CLOSE-UP VIEW



**LOOKING ACROSS A
FIELD OF PREMIER**



**CHESAPEAKE
A VISITOR (LAST SEPTEMBER)
ORDERED 12,000 OF THESE
PLANTS AT SIGHT**



**WHAT ARE GOOD PLANTS ?
SEE PAGE 4**



OUR MASTODON BEDS



Fine Premier Plants.

Extra Early Varieties

PREMIER (Howard 17)

Premier, the real money maker of all early strawberries, has given more general satisfaction than any variety of strawberries ever introduced. For the home garden, for local market, for shipping moderate distances, no other can compare with it. Read the following Premier facts:

1. **Soil.** Premier deserves good soil and good care, but it will do well on any kind of soil and in any climate, outclassing other early berries whether given good soil and good care or grown under unfavorable conditions.

2. **Productiveness.** The plants are immensely productive, ripening early and bearing through a long season. No variety yields more quarts per acre. This is especially important where land is limited and a maximum quantity of fancy berries desired.

3. **Growth.** Premier makes an abundant plant growth for a good fruiting bed, making a plentiful number of nice strong plants rather than great numbers of small, weak ones which require extra labor in thinning and hoeing.

4. **Appearance.** The berries are beautiful in appearance, having uniform shape and a glossy, rich, red color, extending clear through the berry.

5. **Attractiveness.** The berries have a bright green cap which stays green to the end of the season even in dry weather. This is not oversize, but just right to add the proper touch of beauty to the fruit. This added attractiveness makes for a larger selling price.

6. **Quality.** The berries are delicious in quality, equaled only by the very best ones likes Chesapeake, Wm. Belt, McAlpin and Big Late.

7. **Firmness.** Premier berries are firm enough to stand shipment to distant markets in good condition. We have heard buyers at local shipping stations condemn Premier as being a poor shipper, saying it did not ship like Klondyke, and in a few minutes later, when a load of nice Klondyke and another of nice Premier drove through the auction market, these same buyers would pay from 25c to \$1.00

per crate more for the Premier. If kept picked up closely, Premier will come through a wet season with flying colors.

8. Picking. Premier is a fancy early berry which makes it easier for commercial growers to get pickers the first of season and keep them for late varieties, than if there were less desirable early berries, or none at all.

9. Frost-Proof. Premier is the nearest frost-proof of any variety we have ever seen. It has demonstrated this in several seasons in this section where late frosts have destroyed all or a large part of the crop of other varieties, even the late varieties, all except Chesapeake. We get reports every year from our customers in one section or another where the same thing has been true. Premier takes a lot of the IF out of strawberry growing. If you give them reasonable care, you are practically sure to get a good crop of fruit regardless of the weather. In many sections where formerly early berries were not profitable because of late frosts, they are now growing Premier for early and finding it just as good or better for making profit than the later varieties.

10. Size. Premier berries are of large size and hold their size well throughout their long bearing season. As every strawberry grower knows, this is an important factor in getting a good price.

11. Healthy Foliage. For any variety, to produce a big crop of berries, healthy foliage is essential. Premier and Chesapeake have the healthiest foliage of any two varieties we are growing, and this, we believe, is largely responsible for their outstanding success as profit makers. Premier will, of course, have more vigorous, greener foliage on rich, well fertilized land, but even on poor land or wet land, Premier practically never has the leaf spot or rust, which is so destructive to many other varieties under similar conditions.

12. Profit. If you are going to raise strawberries at all, you cannot afford to leave out Premier. If you can make any profit at all from most other varieties, you should be able to make good profits with Premier. Mr. A. A. Carini, whose letter is printed below, says his berry business was not profitable at all until he started planting Premier. Price-List, page 35.

Just About Unanimous—Read These

Premier Great Favorite.

Hartford County, Conn., April 23, 1928.—The Premier strawberry is a great favorite in this locality as it is especially suited to the soil. Only since I have been planting this variety has this business been profitable to me. I like your plants because they are young plants. I know of several instances where nurseries send out old plants, but I am glad to say that your plants have always been satisfactory.—ALBERT A. CARINI.

Premier Best.

Madison County, N. C., Mar. 9, 1928.—Please find enclosed order for Premier and Champion strawberry plants, also check for \$8.70. Please send by parcel post. I think the Premier the best berry I have ever seen.—R. L. ALLEN.

Premier Best for Eight Years.

St. Louis County, Mo., May 3, 1928.—Have been growing Premier strawberries for eight years, and like them best. Have also grown some late berries.—MARY AIPLE.

Same Old Story.

Albemarle County, Va., April 5, 1928.—Sending check for 1,500 Premier plants. The plants bought of you a few years ago were very satisfactory and have done well. I like the Premier best of all varieties.—J. N. WILKINSON.

Lancaster County, Penna., April 26, 1928.—I received my strawberry plants a few days ago. As usual, I found the plants very nice, and extra good count. Thank you for this fair dealing and courtesy.—CHARLES H. LUTZ.

Read also reports of yields and profits quoted on page 5.
Largely made with Premier.

HOWARD 17 (Premier)

This variety is identical with Premier. We said so quite a number of years ago, but now all growers of any standing recognize the fact. There also seems to be little doubt that this variety was originated by Mr. Howard in New England, but that he did not keep all of the plants under his control in the first years of the variety. Consequently, it has been introduced both as Premier and Howard 17. Most New England growers and many growers in other sections feel that in justice to Mr. Howard it should still retain his name. However, under whatever name the variety is bought or sold, it is the best early berry in the world. For full description, see under Premier, pages 20-21. Price-list, page 35.

SUCCESS. A very early home garden variety. It makes lots of plants that have a vigorous, healthy foliage. Plants are very productive of large, fine-looking, high quality berries. They are fine for home use but not firm enough for shipping. We are growing this variety again because of the call we have from those who know and like it. Price-list, page 35.

Good Plants and Fair Dealing Make Regular Customers

Good Plants and True-to-Name for Six Years.

Franklin County, Pa., Jan. 24, 1928.—I am sending you a small order today for some of your grand strawberry plants. I have been buying from you for the past six years and have always gotten good plants that are true-to-name.—JOHN S. SHAFFER.

Fine Plants for Many Years.

Buncombe County, N. C., April 9, 1928.—I wish to thank you for the nice strawberry plants which I received from you today. The plants are just fine. I have been getting my plants from you for years and also recommend you to my friends as the best strawberry growers. I will continue to tell friends about your nice plants.—A. N. BROOKSHIRE.

Best Plants for Ten Years.

Harford County, Md., Mar. 21, 1928.—I have been ordering plants from you for more than ten years and during that time have never received anything but the best plants and in the very best possible condition on their arrival. Thank you very much for the 200 Champion.—C. HOLLIS MATHEWS.

Have Bought Several Times. Always Did Well.

Scotland County, Mo., May 11, 1928.—I have had berry plants from you several times and would like to get 1,700 Aroma plants again as the ones we got of you before did so well. This is rather late but the season has been so late and cold, I think if you start them right away, they will grow all right. We have the ground ready to set them as soon as they arrive.—C. M. McDANIEL.

True-to-Name for Thirty Years.

McLean County, Ills., March 14, 1928.—I enclose check for \$7.00, also an order for plants. I have sent to you for strawberry plants for more than 30 years and have always gotten plants true-to-name or my money refunded. For that reason, I am sending this order.—DAVID EATON.

Always Fine Stock.

Cayuga County, N. Y., April 26, 1928.—I am enclosing herewith order for strawberry plants. I have ordered stock from you for a number of years and have always had fine stock from you.—JAMES KERNS, JR.

Medium Early Varieties

COOPER. The plant growth of Cooper is very vigorous, making a moderate number of large, strong plants rather than tremendous numbers of smaller ones, although on very rich land when the weather is favorable, they will get a little too thick if not kept thinned. Under favorable conditions, Cooper is the largest good early berry that we have. It will average even larger than Premier, is very fine in quality and handsome in appearance. It is excellent for local market or nearby shipment, but not for shipping long distances. Cooper's main value, we believe, will be to growers who have a good local market and want a berry somewhat larger than Premier, otherwise we cannot see why it should replace Premier for main crop berry of this season. When planting Cooper, avoid land that is very wet. We have a nice stock of large, strong plants. Price-list, page 35.

DR. BURRILL (Sen. Dunlap). This variety is either identical with Senator Dunlap or so near like it that there is absolutely no reason for growing them as separate varieties. In some berry catalogues you will find the two varieties described and listed separately, but the only actual difference is that if bought as Dr. Burrill you pay a dollar or two more per thousand for the plants. For full description, see Senator Dunlap, on this page.

KLONDYKE. Is the leading market berry in many sections of the South. Klondyke with Missionary, early, and Aroma, late, are probably the three most generally grown berries in the South, altho Premier is gradually becoming a favorite as far south as North Carolina and Tennessee. Klondyke berries ripen evenly all over, are round in shape and are very solid so that they will stand shipment long distances and get into market in almost perfect condition. The flavor is slightly acid, but this, with the uniform shape and firm texture of the berry, has made Klondyke a favorite with those who make a business of canning and preserving. The greatest weakness of Klondyke is that it is not very productive and that the berries tend to run down in size toward the end of the season. However, it seems to be generally true that a bed of Klondyke the second year will produce more berries and better berries than the first year. Chesapeake is another variety which seems to be almost as good the second year as the first. Many growers who have grown and shipped Klondyke profitably for years will still want to rely on it, chiefly on account of its firmness. Price-list, page 35.

LADY CORNEILLE. A free growing variety of the Missionary type. Does well most everywhere but particularly adapted to lighter soil types and warmer climates. As compared to Missionary, Lady Corneille is about equal in productiveness, berries average about same size, somewhat better in quality, and of long, conical shape rather than round like Missionary. In addition to being a free grower, productive and of good quality, Lady Corneille is an excellent shipping berry. Well worth trying. Price-list, page 35.

MISSIONARY. Leading berry in Florida and popular in other Southern States. Missionary will do well on almost all soils, but will do better than most on the lighter soil types. The berries are medium in size, dark red in color, rather tart in quality, and attractive in appearance. It is a very good shipper and is also a favorite with the "cold pack" or "juice" men. Price-list, page 35.

SEN. DUNLAP (Dr. Burrill). A vigorous growing variety that under good growing conditions should be kept thinned to get the best fruit. It is easy to get a good fruiting bed and the plants always bear a heavy crop of fruit. The berries are medium in size, bright, rich red clear through and fair in quality. As a producer, Dunlap ranks with Premier, Big Late, Haverland and Paul Jones. The blossoms are perfect. Dunlap covers about the same season as Premier and we prefer Premier, but Dunlap still finds favor with large numbers of experienced strawberry growers and we have a nice stock of plants for those who want them. Price-list, page 35.

Mid-Season Varieties

BIG JOE (Joe Johnson) (Joe)

No mid-season berry that we have ever grown comes as near to being a worthy running mate for Premier, the best early berry, and Chesapeake, the best late variety, as does Big Joe. This variety does well on all types of soil, but, like most others, responds quickly to good care and fertility. When grown for local or nearby



Big Joe grows, tastes, looks and sells fine.

markets where the shipping distance is not too great, Big Joe is one of the best money-makers we have. Locally, it comes in with fine, handsome berries just as many of the early varieties are beginning to run down, and brings a premium of a dollar or two per crate on anything then being offered. The plant is a vigorous grower, very healthy and very productive. The berries are large in size and have a large, bright green cap which increases its attractiveness. They are, also, very fine in quality. Market gardeners who retail their berries, those who sell at the farm or on roadside markets, or, in fact, anyone who can get a premium for large, handsome, high-quality fruit should include Big Joe in their plantings. The blossoms are perfect, which makes it valuable to plant with such varieties as Haverland, Paul Jones, Big Late and Sample. A selection of Premier, Big Joe and Chesapeake for early, medium and late would be a definite step in the right direction for getting pleasure and profit out of your strawberry patch. Price-list, page 35.

ABERDEEN. We have not fruited this variety, but Mr. J. E. Kuhns, one of the original growers from whom we obtained our stock, says of it: "The Aberdeen is a staminate variety—a very free plant maker. Midseason—long season—healthy foliage. Fruit: medium to large, attractive, good flavor, medium in firmness. Very productive. At the New Jersey Experiment Station, and also at the Sub-Station, it out-yielded Howard 17. It is supplanting Big Joe and Howard 17 in this vicinity mainly because of its great productiveness. This variety was never formally introduced. I preferred to let it spread on its merits. It is gaining rapidly in reputation." With us it is certainly a vigorous, healthy grower and appears well worth trying. Price-list, page 35.

EATON. A large, good quality, irregular-shaped berry, attractive in appearance and firm in texture. The plants are healthy and vigorous, and very productive. Seems worthy of more general use, but growers haven't "taken to" it as a rule. Possibly they feel "what's the use" when other varieties of same season are so much better? Frankly, we wouldn't plant Eaton with varieties like Big Joe and Big Late available. Price-list, page 35.

GLEN MARY. Old standard variety, well and favorably known to many commercial strawberry growers in the North. A vigorous grower, producing large crops of good-sized, irregular shaped berries. Glen Mary has many times produced as much as 10,000 quarts per acre under good conditions. It does not do well in the South on account of leaf spot or rust. Price-list, page 35.

HAVERLAND. Is one of the best of all the old standard varieties. There are very few that equal it in productiveness. The blossoms are imperfect and exceedingly hardy, making it very desirable where late frosts are likely. We have found Big Joe and Eaton the best varieties to plant with Haverland as pollenizers. The berries are large size, long conical in shape, rather light in color and firm enough to stand shipment moderate distances. The plants should be well mulched if possible, as the fruit stems are not able to hold the great crops of berries off the ground. This variety has proven very profitable with many customers. One customer tells us that he regularly makes over a thousand dollars per acre growing Haverland, because of its great productiveness and because the berries sell at a premium over other varieties on his market. Haverland is mostly grown by experienced strawberry growers. We have a fine stock of plants for them or any others who want to try it. Price-l st, page 35.

PAUL JONES. Vigorous plant grower and very productive. Berries medium in size, long, conical in shape and dark red in color. The berries are fairly firm in texture and of medium quality. Paul Jones will produce tremendous crops of fruit, probably more than any variety we have except Premier. In spite of this, however, we believe the greatest satisfaction and profit is to be had with the larger, firmer berries such as Premier for early, Big Joe for mid-season and Chesapeake, Big Late or Wm. Belt for late. We have a nice stock of Paul Jones plants and they sure do bear. Price-l st, page 35.



Chesapeake always sells well.

Late Varieties

CHESAPEAKE

As one of our very successful customers says, "Chesapeake" is the aristocrat of strawberries. It will not stand abuse, but given good condition and good care, Chesapeake is the most worthy running mate for Premier that we have ever seen. Here's why we think so:

1. **Appearance.** The berries are handsome in appearance because of their large size, beautiful, rich, red color, glossy surface, uniform shape and bright green cap.

2. **Size.** The berries are very large and hold their size well to the end of the season. In this respect, it is the best berry we ever saw, even beating Premier in this particular.

3. **Quality.** Chesapeake is delicious in flavor. Only a few of the very best varieties like Wm. Belt, Big Late, and McAlpin equal Chesapeake quality.

4. **Firmness.** The berries are firm enough to stand shipment to distant markets. In fact, they will ship better than any large berry we have ever grown. On

our local auction markets, solid carloads of Chesapeake will often bring \$2.00 or \$3.00 per crate of 32 quarts more than any other variety except Gandy, which sells with Chesapeake.

5. **Growth.** The one weakness of Chesapeake is that it is sometimes difficult to get sufficient plants for a good fruiting bed. Unlike Premier, which will do well on all types of soil, rich or poor, Chesapeake needs land that has been well manured, and it needs good care. Given these, it will produce enough strong, heavy-rooted plants for a good fruiting bed. Chesapeake produces a medium number of large, strong plants rather than great quantities of small ones. It is hard to get great numbers of plants. That is one of the reasons why many plant men do not push this variety, and the plants for the same reason can never be cheap as compared to free-growing varieties, but the results are well worth paying a little more in order to get the true-to-name Chesapeake.

6. **Healthy Foliage.** Next to Premier, Chesapeake has the healthiest foliage of any variety on our list. During the very wet picking season of 1924, Chesapeake and Premier were the only varieties we had that were almost entirely free from rust. They both produced a fine crop and were the only ones that did. Big Joe and Big Late ranked up well among all the other varieties in condition of the foliage and crop produced.

7. **Frost-Proof.** Chesapeake is almost frost-proof. Premier, an early variety, withstands frost on account of its very hardiness and the fact that the plants keep right on producing blooms after many have been killed. Chesapeake, a late variety, almost always avoids frost because it blooms very late, later than other varieties of the same season.

8. **Productiveness.** The plants are very productive. They do not set enormous numbers of small berries, but they do set plenty for a fine crop, and for this reason they can size them up better and hold the size throughout the season better than if large numbers of small berries were set, which are never sized up.

9. **Profit.** Chesapeake is one of the most profitable late varieties you can grow, and it is equally valuable in the home garden. Being a fancy berry, large in size, high in quality, and handsome in appearance, Chesapeake will sell for top prices when the demand is good, and sell at profitable price when many other varieties will hardly sell at all. Read these opinions of Chesapeake:

Berks County, Pa., Feb. 23, 1928.—About 12 years ago, I bought a few thousand plants from you and two years later, I discarded all of my varieties except the Chesapeake. I have been rather successful with this variety. I know Chesapeake are the most exacting in conditions (I would say aristocratic), but that makes it all the more fascinating, and then again, you have the best market to yourself and cannot help it.—PIERCE SCHONOUR.

Branch County, Mich., Sept. 26, 1928.—Please send me by parcel post, 150 Chesapeake strawberry plants. If it happens that you have developed a strawberry that is better than the Chesapeake, you may substitute the better berry, but I am exceedingly well pleased with the Chesapeake strawberry and doubt whether you have anything better.—A. E. ROBINSON.

Marion County, Ind., Jan. 4, 1928.—Catalog received. Thanks for same. I am now past 90 years old, being born July 10, 1837. I am one of the oldest berry growers in Indiana. The first real good improved strawberry I have any recollection of was the Wilson's Albany, brought to notice by John Wilson of Albany, N. Y., in 1859. Now here, after many elapsed years since the year 1859, comes to our notice its rival, yes, more, too. It is the Chesapeake. Today, it stands at the head of the list of all good berries. I know what I am talking about when I say to all strawberry growers the world over, plant for a late berry, the Chesapeake, and for an early berry, plant the Premier. The Chesapeake plants you sent me a few years ago were fine.—THEODORE WILSON.

Somerset County, N. J., Sept. 26, 1928.—Will you please send me one of your Berry Books. One of your customers, Mr. G. T. Hughes, of Plainfield, New Jersey, is enthusiastic over the Chesapeake strawberry and wishes me to try it.—H. A. DUFFEE.

The quality of our Chesapeake plants this year is unusually good, our stock about normal, but we almost always sell clear out of this variety, so don't delay ordering too late and thus miss getting some of these "Aristocrats." Price-list, page 35.

AROMA. One of the best of all late varieties. A leader North and South because of its vigor, productiveness, and the beauty of the berries. They are light red in color, every berry almost perfect shape, and a bright green cap adds greatly to their beauty and selling price. Added to all the above is the fact that they are excellent shippers, being by far the most popular and most profitable late shipping berry in the South. On page 5, Mr. C. W. Hudnall, of Hennepin Co., Minnesota, reports a small garden plot of Aroma yielding at the rate of 13,000 quarts per acre. Such yields are remarkable and extremely profitable. Aroma is a strong pollenizer for Sample, Haverland and Paul Jones. We recommend it especially to those whose condition don't seem to quite suit the aristocratic Chesapeake, and to many other good growers who know, from experience, that Aroma is a real money maker. Price-list, page 35.

BIG LATE. Given berries of same size, we believe Big Late to be the most handsome berry we have ever seen. Surface of the berry is a bright glossy red, very shiny. The bright yellow seeds are quite prominent, and the medium size, handsome green cap makes the berry very beautiful. The perfect strawberry shape and their uniformity enhance this beauty. In quality, the berries stand at the top, only varieties like Chesapeake and Wm. Belt being equal to it. In productiveness, Big Late ranks at the top with Premier, Haverland and Paul Jones. The plant growth is very vigorous and quite healthy, in fact, as good as any except Premier and Chesapeake. The blossoms are imperfect and should be fruited with some good variety like Big Joe, McAlpin, or Aroma, although we believe Premier or Senator Dunlap will bloom long enough to fruit it satisfactorily also. Big Late certainly stands at or near the top in every respect and deserves to be grown even more widely than it is. For those growers who know how to handle imperfect flowering kinds and have no trouble with pollenization, we doubt if any late variety will prove more profitable, even Chesapeake and Aroma. Price-list, page 35.

BOOSTER. Highly recommended by introducers. Not so good with us. Berries uniform in shape, medium in quality and productiveness. Price-list, p. 35.

BURGESS. Originated by an Alabama grower a few years ago. Claimed to be a seedling of Aroma and better than Aroma in every respect. That is certainly high praise because Aroma is a fine old variety. Our experience shows that it is even more vigorous as a plant grower, is equally as productive, and the berries are larger. They are almost as firm as Aroma, darker in color, altho not quite as uniform in shape. We consider Burgess especially valuable to grow as a fancy late berry where the soil does not quite suit Chesapeake. Price-list, page 35.

GIBSON (Parson's Beauty). If the number of times a plant has been introduced is any indication of its worth, Gibson certainly should be good because to our knowledge it has been grown as Parson's Beauty, Pocomoke, Sussex and Great Scott. Gibson is a very valuable variety. The plants make a vigorous growth, are very productive and bear through a long season. The berries are medium in size, dark red in color. The quality is fine. The deep red color together with the fact that the cap or hull parts easily from the berry makes them very popular for canning. Gibson is not a shipping berry, but for home garden or local market it is very valuable in many sections altho our own preference in late varieties would be Chesapeake, Big Late, Aroma or Burgess rather than Gibson. We have a nice stock of plants for those who know and prefer this fine old variety. Price-list, page 35.

LUPTON. Fancy late shipping berry that has had its greatest popularity in New Jersey. It is also being grown in many sections where difficulty is had in getting a satisfactory bed of Chesapeake. The berries are just as large as Chesapeake, ship practically as well, and, like Chesapeake, are very attractive in appearance. The quality is only fair. Altho our own preference would be for Chesapeake, Lupton surely does bring the money, and it is gaining new friends every

year. We have the best stock of Lupton plants we have had for several years. Price-list, page 35.

McALPIN. Very vigorous grower which must be kept thinned for best results. Will make a satisfactory plant bed and grow a good crop of fruit on light, poor land, altho it responds wonderfully to better land and greater fertility. The berries are medium in size, bright scarlet in color and unexcelled in quality, equaled only by Big Late, Chesapeake and Wm. Belt. After a heavy rain during picking time, McAlpin will have less sand and dirt on the berries than any variety we have. If kept thinned, McAlpin will make a vigorous growth and produce a good crop of nice berries, altho the foliage tends to rust badly during a wet season. Price-list, page 35.

NEW YORK. Is the sweetest strawberry grown. The plant is a vigorous grower. Foliage is very healthy and the plants are quite productive. Berries are medium to large in size, dark red in color, and as stated above, the sweetest strawberry grown. It is the only strawberry we know that is sweet before it gets ripe. A favorite with many for the home garden. We have many calls for New York from those whose health does not permit them to eat berries which are in any way tart or acid in quality. Price-list, page 35.

NICK OHMER. Vigorous growing late variety most popular in California and parts of the South. Berries are very handsome, resembling Aroma somewhat, but better in quality. The blossoms are perfect. Price-list, page 35.

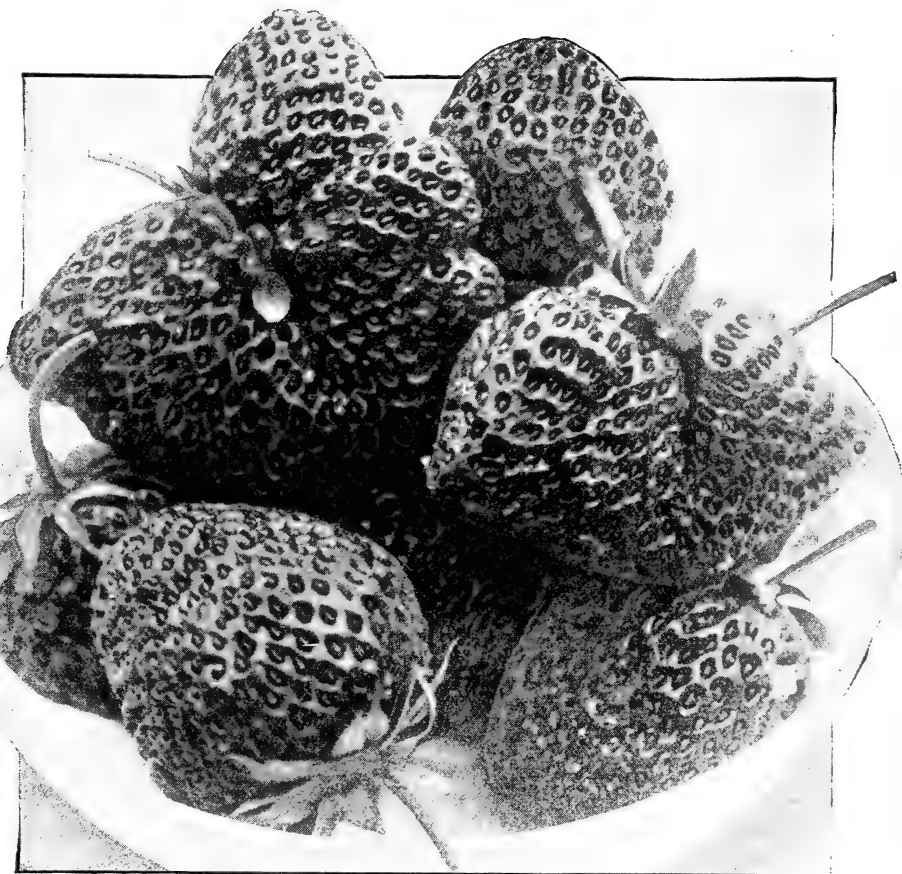
SAMPLE. This is another old variety which has stood the test of time and is still ranked by many as the best late strawberry grown. Berries uniform, bright red color, large in size, very fine flavor and attractive appearance. Not real firm, but for local or nearby market, Sample has proven a money maker for many growers. Enormously productive and does well on a wide range of soils. Seems to be most popular in Middle and Northern States. Very hardy and nearly always produces a crop. Blossoms are imperfect and should be planted with Big Joe, Eaton, McAlpin or Aroma. Many growers still get fine results from Sample and will continue to grow it. We have a fine stock of plants for them. We would prefer Big Late, but, realizing as we do how much different climate and soil can influence varieties, we can readily see why many still grow Sample. Price-list, page 35.

WM. BELT. On most markets size and appearance of strawberries determine the selling price, but where quality is counted in addition to large size and handsome appearance, Wm. Belt should be grown. This variety is the standard of excellence for quality. Berries average large in size, somewhat irregular in shape as shown in the picture, but they have an attractive cap and the berries themselves are a bright, glossy red which makes them very handsome. This variety does best in the Middle and Northern States, and whether used in the garden, for local market, or nearby shipping, Wm. Belt is a friend to the strawberry grower and, on account of its quality, an even better friend to the strawberry consumer. Many growers are using Wm. Belt to extend the season after Chesapeake, or to take its place where they have tried Chesapeake and found the land not suited to that variety. When grown in the home garden or for local market where real eating quality is appreciated, Wm. Belt should not be left out. Price-list, page 35.

York County, Pa., April 20, 1928.—My 15,000 plants arrived today in very good condition.—JAMES McDOWELL.

Lancaster County, Pa., April 20, 1928.—I received my order of 5,000 strawberry plants from you and they were in fine shape. My patch did not get full, so am enclosing another order for more plants.—MORRIS E. KERN.

Dutchess County, N. Y., Apr. 24, 1928.—I received the strawberry plants Monday. Opened and counted them and found them O. K. as to kind and number of plants. They are superfine plants.—GEORGE N. POST.



Wm. Belt, unsurpassed in quality.

Very Late Varieties

GANDY. This variety for years has ranked as leader among fancy late shipping berries. If Gandy were only a little more productive, it would continue to hold a place at the very top. Gandy likes black, swampy land or springy land that is not too sandy. We believe Gandy is the only late-shipping berry that equals Chesapeake in size, attractiveness and shipping qualities. It usually sells about with Chesapeake, but is not as good in quality and not as productive. This would be more important on a local or nearby market. Gandy is a good grower, and it is no trouble to get a good fruiting bed. Price-list, page 35.

OREM. This is the latest berry we have. Berries average large in size, are of good quality, and handsome in appearance. They sell well because they come after all other fancy, late berries are past their prime. Many growers want Orem because it is so very late, but we feel that Wm. Belt or Aroma are easier to grow, produce berries equally large and better in quality. They last almost as long, but not quite, as the Orem. However, it is significant that most of our Orem plants are sold in one section where they have learned its value in extending the season for fancy berries. Order these early as we usually sell them all long before the season is over. Price-list, page 35.

Everbearing Strawberries

SET PLANTS in early spring and they will start fruiting the same summer, only a few weeks after the plants are set. Under favorable conditions, each plant set will produce during the summer and fall almost a quart of delicious berries. They are as easily grown as other varieties.

No family, whose members like berries, should be without some of the everbearing strawberries in the home garden. They yield big dividends in health and satisfaction.

The essentials in producing the berries satisfactorily are about the same as for growing other varieties. Pick good land that has plenty of moisture, get good plants of the proper varieties, **set plants early**, and keep the blossoms cut off until about July 20th. If plants have grown vigorously and plenty of moisture is present, it is O.K. to let the blossoms go somewhat earlier. If water is available when needed, it will be a big insurance to getting a nice crop of summer and fall berries.

It is noticeable that in all everbearing varieties we often have plants that just won't make runners, but "head up" in a big stool. Nearly always such plants produce a tremendous crop of berries. This inclines us to the view that in the home garden where space may be limited it might be best to set plants fairly close and keep all the runners cut off to encourage fruit production. Anyway, we suggest trying a few plants that way to try it out under your own conditions.

Everbearing berries produce their best crop during summer and fall of the same year plants are set. It is not, as a rule, advisable to carry them over for a second fall crop.

For the home garden Everbearing Strawberries are an established success, but are they profitable commercially? Our answer is that it depends on your conditions. Try them out first in a small way. If you find you can grow them well—good enough so that each plant set will yield a quart of berries over the season, and if you have a good market, your chances for worth-while profits are good. Both factors are important, large yields of nice berries and a market that will pay 20 to 30 cents per quart for the fruit. Numbers of our customers have written us that they are making money with everbearers. We have some fine plants, but we recommend large scale planting only for those who have tried them out first.

CHAMPION and PROGRESSIVE

These varieties are identical. Progressive was the first everbearing strawberry that produced enough fruit to make them worth while even for the home garden. Champion for several years was thought to be different and somewhat better. This, we believe, was due to the invigorating effect of a change of soil and climate, which we mention on page 3. Progressive is the oldest name, so most growers had that first. When Champion was introduced, they bought plants with, of course, some change in soil and climate. The plants and berries both looked identical with Progressive, but they seemed to be a little more vigorous growing and a little more productive **the first year**. After that, they "leveled off" and no difference was apparent in any respect. At any rate, all our plants are grown from our original Champion stock and if there is any improvement we have it with the better variety.

Champion and Progressive usually make runners freely, but sometimes they "head up" and do nothing but bear fruit. The berries are borne in

great abundance, only medium in size, but of excellent quality. For eating out of hand, they are superior to Mastodon, but Mastodon is just as juicy, so when sugar is added, this difference may not be so apparent. Some Progressive or Champion should be included wherever the berries are primarily for the home garden. Price-list, page 35.

MASTODON

Mastodon is the only everbearing variety that has much chance of being profitable, commercially. It is the only one that produces **lots of large berries**. Superb, Peerless and some others produce some **large berries** but not enough. Progressive produces **lots of berries** but not large enough for commercial purposes. Mastodon does both. It is also a strong grower, making larger and stronger plants than the Progressive. The quality of the berries is good but not quite as good as Progressive and Champion, and it is superior in all other respects. The fruit is of good size and attractive. They eat well, will sell well, and are firm enough to ship. Mastodon is the most remarkable everbearer yet known, and some should be included for every home garden. For growers who are favorably situated as to soil and market, we recommend a thorough trial for Mastodon, with a view to adding a good cash **money crop** to the list of things you grow. See illustration on back cover. Price-list, page 35.

York County, Maine, Feb. 8, 1928.—Please book my order for 500 Mastodon plants. Just a word to say that the Aroma, Chesapeake and Premier plants I received from you last spring are looking very fine with prospects for a good fruiting bed. They sure are a healthy lot of plants.—F. A. FULLER.

Washington County, Ohio, April 25, 1928.—I received the 5,000 strawberry plants today, which I ordered from you. They arrived in A-1 condition, and they certainly are fine. The best I ever got from anyone. I have a neighbor who bought plants from another concern and his plants were nothing to compare with yours, in any way. You certainly gave good count, and an excellent job of packing. Will continue to send to you when in need of more plants. Thank you for your promptness.—PERLEY H. WAGNER.

Milwaukee County, Wisc., May 23, 1928.—I received my strawberry plants and they were in good condition. I am well satisfied with them. Now that's what I call plants. Thanks.—MRS. GEORGE TIETYEN.

Dewberry Plants—Lucretia

We have a quantity of well rooted tip-plants. Dewberries (running blackberries) are especially adapted to the Middle and Southern States and to light sandy soils. Lucretia is the most popular and profitable variety, yielding large crops which ship well and sell for good prices.

Price: \$1.00 per 25, \$2.40 per 100, \$4.35 per 250, and \$15.00 per 1000.

Asparagus Roots—Mary Washington

Washington asparagus is generally recognized to be the best variety—and Mary Washington the best strain of that variety. Leading asparagus growers say that it starts earlier, produces more and larger stocks, possesses the highest rust-resistance, and will net more money per acre or more satisfaction in the home garden.

We have a nice lot of well grown, 1-year-old Mary Washington roots which we are offering at \$1.25 per 100, \$2.35 per 250, and \$8.00 per 1,000.

Instructions To Purchasers

Order at once, as soon as convenient after receiving this catalog. Late in the season we may be sold out of some varieties, but if ordered early the plants are reserved for you, to be shipped at proper time for planting. Read "Time to Plant," page 9.

Remit by Money Order, Registered Letter or Bank Draft. Postage Stamps will be accepted for the fractional parts of a dollar, the larger denominations preferred. Foreign customers will please send Money Orders on Salisbury, Maryland, or Bank Draft payable in New York.

Write Plainly. Fill in all blanks on the sheet, as they are necessary for proper shipment, especially your name and address. When writing in reference to an order, give its number and give your name the same as was sent on the order.

Time of Shipment. We commence to fill fall orders Nov. 1st, and ship all winter to sections where the conditions are suitable for fall and winter plantings, as in California and some parts of the South. Early spring, March and April, is by far the best time to set strawberry plants in the Middle and Northern States. **Our shipping season ends May 1st. We will, however, fill a limited number of orders in the first and second weeks of May, and put them in the best possible condition, but at purchaser's risk.** It is very important to have your plants shipped early. Read on page 9, under "Time to Plant." The reason your plants should be shipped early in the season is that plants are dormant and will stand digging and shipping much better than after growth has started. Don't order plants from us during the summer months, excepting orders to be filled before the first of November. Our plants are not ready and we can't do it. We don't grow potted plants.

On Receipt of Plants. Where the climate is not so severe, place the package containing the plants in a cool place, protected from wind and sun, at once on arrival. Be sure to keep the roots moistened while planting. If it is impossible to set the plants as soon as received, take them out of the crates and bed them in, by digging a V-shaped trench in soft, moist soil, preferably in the shade; open the bunches of plants and bed them in the trench by pressing the soil firmly to the roots, being careful not to cover the buds or crowns. Water thoroughly as soon as bedded.

Twenty-five. All plants are tied 25 in a bundle and each bundle labeled.

Packing. We make no charges for boxing or packing at rates quoted in this catalogue. Everything is delivered f. o. b. trains at rates named.

At Purchaser's Risk. All plants ordered shipped after May 1st will be packed and shipped in the best condition possible, but at purchaser's risk.

True-to-name. While we use every precaution to have all plants true-to-name (and we believe we come as near doing this as anyone in the business) we will not be responsible for any sum greater than the cost of the stock, should any prove otherwise than as represented.

CLAIMS, if any, must be made on receipt of plants. Call for your plants as soon as they arrive. Protect plants from sun and wind until planted. We pack plants to reach you in good condition. We cannot be responsible for drought, floods, insects, after planting. These things are entirely beyond our control.

Should there be a shortage in your order, report at once number of packages and number of plants of each variety received. This will enable us to promptly adjust any discrepancy. Often the transportation company will separate a shipment and the balance of your plants will come on next train.

Order Early

It will insure you getting the varieties you want and it will help us to get your plants shipped promptly when you want them.

No Summer Shipments

Knowing that the results from summer and early fall planting are usually unsatisfactory, and having no plants suitable for setting that early, we make no shipments of Strawberry Plants in the Summer or Fall, until November 1st.

Do It Now

Don't neglect to order plants this spring, thinking you can make it up by fall setting. It can't be done. You cannot get good plants then, and the chances would be against them even if you could get good plants.

Set Plants Early

Experience has proven time and again that early setting of strawberry plants makes a tremendous difference in the growth of the plants. In seasons when the land you have available is not quite as good or well prepared as you would like, or when the weather for growing plants is unfavorable, early setting might well mean the difference between success and failure, especially if prices are low, and an even greater loss if prices are high.

Read on page 9 under "Time to Plant" of the big advantage we can give to Northern berry growers. At the time your Northern plant grower can dig his plants—you should be setting yours. We can have them there.

How To Ship

Express is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great.

Parcel Post. Generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby States.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. Make up your order, calculate the approximate weight, and if you do not know your zone from Salisbury, Maryland, use distances given below, or ask your postmaster.

With the zone rate published below, you can easily calculate the amount of postage to send. Be sure to send postage enough. If you should send more than is required, the excess will be returned. If sufficient amount to pay parcel post charges are not sent with the order, the plants will be sent by Express collect, or by parcel post, C. O. D., for the amount of postage due, as we cannot keep accounts and send bills for small items of postage.

Zone.	Miles.	1st Pound.	Additional Pound.
1st - - - -	0 to 50.....	7 cts.....	1 ct. for each or fraction
2nd - - - -	50 to 150.....	7 cts.....	1 ct. for each or fraction
3rd - - - -	150 to 300.....	8 cts.....	2 cts. for each or fraction
4th - - - -	300 to 600.....	8 cts.....	4 cts. for each or fraction
5th - - - -	600 to 1000.....	9 cts.....	6 cts. for each or fraction
6th - - - -	1000 to 1400.....	10 cts.....	8 cts. for each or fraction
7th - - - -	1400 to 1800.....	12 cts.....	10 cts. for each or fraction
8th - - - -	1800 up	13 cts.....	12 cts. for each or fraction

Price List of Strawberry Plants

Extra Early Varieties

Description Page	Price per 1000
20 Premier (per)	\$6.00
22 Howard 17 (per).....	6.00
22 Success (per)	8.00

Medium Early Varieties

23 Cooper (per)	\$7.00
23 Dr. Burrill (per).....	5.00
23 Klondyke (per)	4.00
23 Lady Corneille (per).....	5.00
23 Missionary (per)	4.00
23 Senator Dunlap (per).....	5.00

Mid-Season Varieties

24 Big Joe (per).....	\$6.00
25 Aberdeen (per)	8.00
25 Eaton (per)	6.00
25 Glen Mary (per)	7.00
25 Haverland (imp)	6.00
25 Paul Jones (imp).....	6.00

Late Varieties

Description Page	Price per 1000
26 Chesapeake (per)	\$7.00
28 Aroma (per)	5.00
28 Big Late (imp).....	6.00
28 Booster (per)	7.00
28 Burgess (per)	6.00
28 Gibson (per)	6.00
29 Lupton (per)	6.00
29 McAlpin (per)	6.00
29 New York (per).....	10.00
29 Nick Ohmer (per).....	6.00
29 Parson's Beauty (per).....	6.00
29 Sample (imp)	6.00
29 Wm. Belt (per).....	7.00

Very Late Varieties

30 Gandy (per)	\$6.00
30 Orem (per)	8.00

Everbearing Varieties

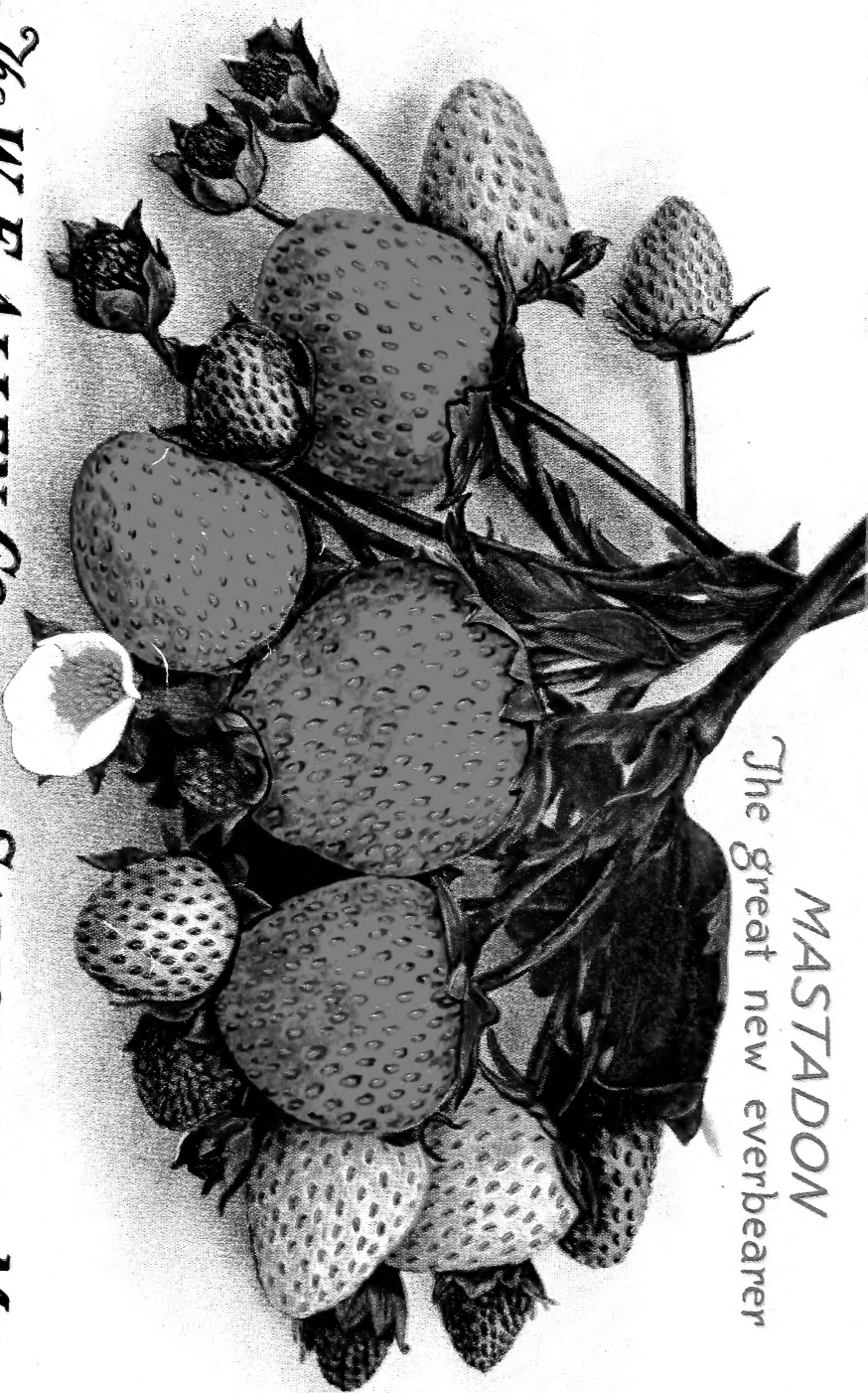
31 Champion (per)	\$8.00
31 Progressive (per)	8.00
32 Mastodon (per)	15.00

IF LESS THAN 500 PLANTS OF A VARIETY ARE ORDERED,
Prices Must Be Carried Out According to the Following Table.

If the Correct Amount Is Not Sent, We Will Send Only
the Quantity of Plants You Have Paid For.

If Priced at	\$4 per 1000	\$5 per 1000	\$6 per 1000	\$7 per 1000	\$8 per 1000	\$10 per 1000	\$15 per 1000
25 Plants will cost -	\$.25	\$.30	\$.40	\$.50	\$.50	\$.60	\$ 1.00
50 Plants will cost -	.40	.50	.60	.70	.80	.90	1.35
75 Plants will cost -	.55	.70	.80	.90	1.05	1.25	1.90
100 Plants will cost -	.70	.90	1.00	1.10	1.30	1.60	2.40
150 Plants will cost -	.90	1.15	1.30	1.45	1.65	2.05	3.10
200 Plants will cost -	1.10	1.40	1.60	1.80	2.00	2.50	3.75
250 Plants will cost -	1.25	1.60	1.90	2.15	2.35	2.95	4.35
300 Plants will cost -	1.40	1.80	2.15	2.45	2.70	3.40	5.10
350 Plants will cost -	1.55	2.00	2.30	2.75	3.05	3.80	5.70
400 Plants will cost -	1.70	2.20	2.60	3.00	3.40	4.20	6.40
450 Plants will cost -	1.85	2.35	2.80	3.25	3.70	4.60	6.90
500 Plants will cost -	2.00	2.50	3.00	3.50	4.00	5.00	7.50
1000 Plants will cost -	4.00	5.00	6.00	7.00	8.00	10.00	15.00
5000 Plants will cost -	17.50	21.25	25.00	30.00	35.00	42.50	65.00

MASTADON
The great new everbearer



The W. F. ALLEN Co.

SALISBURY, MD.

